LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. S-3113 – DESK PAD – Req. No. 97103 – B&W Bleed – 8-1/2 x 11 – Tobacco Distributor – 75 (A)
Printed in U.S.A.

Every day you're out of stock on these brands, you're losing sales somebody else will make.

In 1974, Philip Morris brands' total gain was *more than twice* that of the rest of the industry combined.

In other words, more than two of every three additional cigarette sales made by Tobacco Distributors last year were Philip Morris brands.

Somebody is getting those extra sales and profits. It can be you, if you keep Philip Morris brands fully in stock so as to satisfy all your customers, all the time.

Check your standing order. Make sure it's up to date with our growth.

Here's the score* for '74:
Gains in Domestic Cigarette Consumption Over 1973

Total Industry	+ 14.91 billion
Philip Morris USA	+ 10.29 billion
Rest of Industry	+ 4.62 billion

*Source: 1974 Maxwell Report, Revised Estimate, January 30, 1975. Courtesy of Maxwell Div. of Wheat First Securities, Inc.

The Profit Makers come from **Philip Morris USA**

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Source: https://www.industrydocuments.ucsf.edu/docs/fkhx0001
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